



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021/B.Sc.(MSJ)-Hons-2022
Course Name – Introduction to Print Journalism and News Reporting/Introduction
to Print Journalism and Newspaper production

Course Code - BMSJC102
(Semester I)

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Brainware University
Barasat, Kolkata -700125

Full Marks : 60

Time : 2:30 Hou

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) What is the basic formula for reporting?

- a) 4W and 1H
- c) 5H and 1W

- b) 5W and 1H
- d) 4H and 2W

(ii) News reporting follows which pattern?

- a) Normal pyramid
- c) Inverted pyramid

- b) A circle
- d) No formula

(iii) A good reporter will:

- a) Prepare a questionnaire
- c) Be ready to take photographs

- b) Carry an identity card
- d) All of these

(iv) In a profile interview, the reporter must:

- a) Make the interviewee comfortable
- c) Not make eye contact

- b) Come late
- d) Forget to record

(v) Feature writing allows

- a) More space
- c) Space and flexibility

- b) More flexibility
- d) Only photographs

(vi) The editor sits in

- a) The lounge
- c) The library

- b) The newsroom
- d) The reception

(vii) What, according to you, is a headline?

- a) A line which is on the head
- c) Text placed above the report to attract the attention of readers

- b) A line which is above the head
- d) a line placed beneath the head

(viii) Which story is called the anchor on a page?

- a) A feature story at the bottom of a newspaper page
 c) Resting position of a vessel
 (ix) If you were asked to write a feature story, what will that mean?
 a) any newspaper writing
 c) a long article that is not hard news
 (x) What do you understand if someone referred to Page 3?
 a) A page with entertainment news
 c) Just the page number of the newspaper
 (xi) Who do we call a gatekeeper?
 a) Keeper of the gate
 c) Reporters are gatekeepers
 (xii) In pagemaking, what is gutter?
 a) Masthead
 c) Space between two columns
 (xiii) What do we call the colours red, yellow and blue?
 a) Secondary colours
 c) Tertiary colours
 (xiv) The criteria for a news photograph is
 a) It must be out of focus
 c) Dynamic
 (xv) What is known as topspread?
 a) Topping on bread
 c) Large display of story with photo on top of the page
- b) A shipping term
 d) An iron ball
 b) any journalistic writing
 d) Any non news story
 b) The third page
 d) Page 3 of any book
 b) Editors, who decide what will go and what will be rejected
 d) Page make-up men are the gatekeepers
 b) Lead
 d) A drain
 b) Mixed colours
 d) Primary colours
 b) Static
 d) Unusual
 b) Cover on something
 d) Many photos

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the editing software you will use to design a page. (3)
3. How will you calculate the size of a headline? (3)
4. Describe the structure of a feature article (3)
5. What are the news agencies? (3)
6. Compose a page layout with half-page ad. (3)

OR

Prepare a list of 3 differences between hard and soft news. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. How would you write effective headlines that sell a newspaper? (5)
8. Analyze how powerful headlines help a newspaper to sell. (5)
9. Analyze the function of an inverted pyramid in news writing. (5)
10. Explain why you chose to study media science and journalism. (5)
11. Write briefly how printing started in Europe. (5)
12. How would you differentiate between general reporting and beat reporting? (5)

OR

Describe how you would open a front page in InDesign. (5)

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